


# **Plaintiffs' Exhibit 121**

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# Exchange Bidding Update

(Audience: gTech Buy-side Support)

**go/jedi-update**

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- Q4 User Group Survey: 21/40 pubs have implemented HB, 9/40 considering (more details in appendix)
- Publishers gave feedback that existing DRX solutions such as Enhanced Dynamic Allocation (EDA) or DFP First Look (DFL) does not address their need to increase yield with multiple exchanges
- EDA only allows average prices for other exchanges/SSPs
- DFL only allows remarketers to compete in the auction

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## One Sentence Definition

Exchange Bidding in Dynamic Allocation allows non-AdX exchanges to access and purchase DFP publisher inventory via AdX piping.

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## Why We Are Doing This?

Historically publishers have accessed non-AdX exchanges by setting up fixed-price Line Items in DFP.

It turns out that getting **per-query bids from exchanges** dramatically increases yield, so pubs are clamouring for this functionality.

**“Header bidding”** is a DFP hack that makes this possible and has gained rapid adoption despite shortcomings (latency, difficult to set up, billing discrepancies).

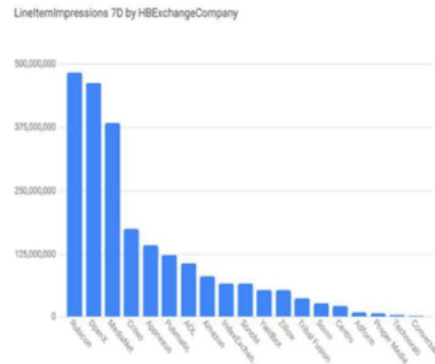
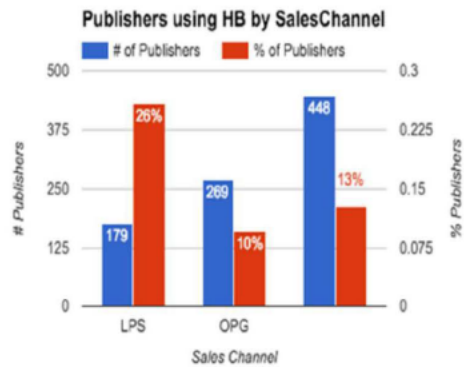
Exchange Bidding allows DFP publishers to get per-query bids from non-AdX exchanges without the hack.

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## What If We Don't Do This?

If we do nothing, pubs will adopt header bidding en masse by EOY 2016.



- 26% of our LPS publishers already do header bidding
- Rubicon & OpenX lead the way; aggressively promoting HB & real-time price competition
- AppNexus wants to make HB an IAB standard (see prebid.js)

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Id	Date	Text
1	03/15/2016 20:30:03	Is there a way to better illustrate that these graphs indicate header bidding by these pubs?
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